

IN THE UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF PUERTO RICO

LUIS ALFREDO SANTIAGO-  
SEPÚLVEDA, et al.,

Plaintiffs

v.

ESSO STANDARD OIL COMPANY  
(PUERTO RICO), INC., et al.,

Defendants

CIVIL 08-1950 (CCC)(JA)  
CIVIL 08-1986 (CCC)(JA)  
CIVIL 08-2025 (CCC)(JA)  
CIVIL 08-2032 (CCC)(JA)  
CIVIL 08-2044 (CCC)(JA)

OPINION AND ORDER

This matter is before the court on motions by defendants Total Petroleum Puerto Rico Corporation ("Total") and Esso Standard Oil (Puerto Rico), Inc. ("Esso"). On April 29, 2009, Total filed a motion to preclude further participation of plaintiffs in cases 08-1950, 08-1986, and 08-2025. (Docket No. 247.) On May 8, 2009, Esso moved for an entry of final judgment in its favor as to all claims in cases 08-1950, 08-1986, 08-2025, 08-2032, and 08-2044. (Docket No. 248.) Plaintiffs from cases 08-1950, 08-1986, and 08-2025 ("Group I plaintiffs") filed their opposition to the motions filed by Esso and Total on May 11, 2009. (Docket No. 249.) On May 18, 2009, those plaintiffs filed an informative memorandum in further support of their opposition. (Docket No. 252.) Plaintiffs from case 08-2044 and 08-2032 ("Group II plaintiffs") filed oppositions to the entry of final judgment on May 21, 2009 and May 23, 2009, respectively. (Docket



1 CIVIL 08-1950 (CCC)(JA)  
 2 CIVIL 08-1986 (CCC)(JA)  
 3 CIVIL 08-2025 (CCC)(JA)  
 4 CIVIL 08-2032 (CCC)(JA)  
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6 Nos. 256, 260.) On June 3, 2009, Total filed a reply<sup>1</sup> to plaintiffs' opposition to  
 7 the entry of final judgment, and moved to strike plaintiffs' informative motion in  
 8 further support of their existing opposition motion. (Docket Nos. 267, 268.) For  
 9 the reasons set forth below, Total's motion is GRANTED and Esso's motion is  
 10 GRANTED in part and DENIED in part.

#### 12 I. PROCEDURAL AND FACTUAL BACKGROUND

13 The facts of this case have been recounted multiple times. See  
 14 Santiago-Sepúlveda v. Esso Standard Oil Co. (P.R.), 582 F. Supp. 2d 154, 156-  
 15 174 (D.P.R. 2008); (Docket Nos. 118, 145, 149, 228.) In March 2008, Esso  
 16 announced that it would terminate its Puerto Rico gasoline retail franchises,  
 17 effective September 30, 2008. Id. at 156. The company later changed the  
 18 effective termination date to October 31, 2008. (Docket No. 41.) On August 26,  
 19 2008, a large group of Esso franchisees filed a complaint under the Petroleum  
 20 Marketing Practices Act ("PMPA") (15 U.S.C. § 2801, *et seq.*) to enjoin Esso from  
 21 terminating the franchises. (Docket No. 2.) Four other complaints were

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25 <sup>1</sup> *Caveat*. Rule 7.1(e) of the Local Rules for the District Court of Puerto Rico  
 26 provides that "[a]ll memoranda shall be . . . in a font size . . . no less than twelve  
 27 (12) points." Local Rules of the U.S. District Court for the District of P.R., Rule  
 28 7.1(e) (2004). Counsel for Total violated this rule by submitting a reply in a nine  
 (9) point font. Local Rule 7.1(e) is "unambiguously clear." Ortiz v. Hyatt Regency  
 Cerromar Beach Hotel, Inc., 422 F. Supp. 2d 336, 339 (D.P.R. 2006).



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2 CIVIL 08-1986 (CCC)(JA)  
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6 subsequently filed in four separate cases, all of which were consolidated into this  
7 one. (Docket No. 46.) On September 4, the retailer plaintiffs in the consolidated  
8 case (Civil No. 08-1950) moved for a preliminary injunction to prevent Esso from  
9 terminating their franchises. (Docket No. 7.) Total moved to intervene in the  
10 consolidated cases on September 9, 2008, as the motion for preliminary injunction  
11 posed a threat to Total's plans to purchase the gasoline retail stations whose  
12 franchises Esso sought to terminate. (Docket No. 10.) On September 17, 2008,  
13 this case was referred to me, and on October 9, 2008, I granted Total's motion  
14 to intervene. (Docket Nos. 30, 91.)

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16  
17 On October 7, 2008, I issued an order acknowledging an agreement  
18 between the Group II plaintiffs and the defendants, and retaining supervision and  
19 jurisdiction over the parties until final resolution of the matter. (Docket No. 81.)  
20 On October 18, 2008, I issued an opinion and order denying plaintiffs' motion for  
21 preliminary injunction. (Docket No. 118.) On October 29, 2008, plaintiffs in case  
22 08-1986 announced that they had agreed to accept the franchise agreements  
23 offered by Total. (Docket No. 146.) Between that date and October 31, 2008, all  
24 but two plaintiffs signed agreements with Total. (Docket No. 157, at 5, ¶ 2.)  
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1 CIVIL 08-1950 (CCC)(JA)  
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6 In the time since that date, the parties appear to have been adhering to  
7 their mutual obligations under the contract. Esso and Total now contend that this  
8 court has already deemed them compliant with the PMPA. Thus, Esso argues for  
9 entry of final judgment and Total moves for "an order precluding [Group I  
10 plaintiffs] to [sic] appear in any further proceedings . . . ." (Docket No. 247, at  
11 7.) Plaintiffs, however, argue that the court has decided only that a permanent  
12 injunction will not issue against Total and Esso. (Docket No. 249, at 2.) They  
13 contend that they are still entitled to a ruling on the legality of the franchise  
14 contracts, which Total offered to them on a "take it or leave it" basis. (Docket No.  
15 155, at 3.) In plaintiffs' view, final judgment may not be entered before such a  
16 ruling.

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19 The franchise agreement offered to plaintiffs by Total consists of three  
20 separate contracts: a Lease Contract, a Franchise Contract for Total's  
21 convenience store enterprise known as "Bonjour," and a Sale and Supply  
22 Contract. (Docket Nos. 155, at 3, 155-4.) Plaintiffs have argued that the  
23 following provisions of those contracts are illegal and should not be imposed upon  
24 them:  
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27 Paragraph 2 of Article 4.1 of the Lease Contract:  
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1 CIVIL 08-1950 (CCC)(JA) 5  
2 CIVIL 08-1986 (CCC)(JA)  
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4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 The Retailer [plaintiffs] expressly acknowledges  
7 that the Company shall be entitled to lease to third  
8 parties parts or portions of the lands or structures where  
9 the Station is located, and that the Retailer shall have no  
10 right to discounts or credits of any kind as a consequence  
11 of the above.

12 (Docket No. 108-3, at 3.)

13 Article 4.4 of the Lease Contract:

14 [T]he parties agree that the Minimum Rent may be  
15 increased to account for any additional investment the  
16 Company [Total] may make . . . at any time while this  
17 Contract is in effect . . . at its sole and absolute  
18 discretion.

19 (Docket No. 108-3, at 4.)

20 Article 11.2 of the "Bonjour" Franchise Contract:

21 The Retailer agrees to purchase for sale at the store only  
22 those Products and Services of the type, brand and  
23 quality recommended and/or approved by the Company  
24 . . . . The Retailer agrees to purchase only from those  
25 suppliers and providers authorized by the Company . . . .  
26 The retailer must refrain from selling any product or  
27 service that is not authorized by the Company . . . .

28 (Docket No. 155-4, at 15.)

Article 9.3 of the "Bonjour" Franchise Contract - Non-Competition  
Agreement:



1 CIVIL 08-1950 (CCC)(JA)  
2 CIVIL 08-1986 (CCC)(JA)  
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6 The Retailer agrees, for the duration of the Contract, and  
7 for an additional period of twelve (12) months after its  
8 termination or expiration, not to engage in or acquire any  
9 interest, directly or indirectly, in a convenience store type  
10 of business within the territorial jurisdiction of the  
11 municipality where the BONJOUR Franchise object of this  
12 agreement is located, or any adjoining municipality. The  
13 Retailer will be deemed to be engaged in such business  
14 indirectly if he is an employee, officer, director, trustee,  
15 agent or partner of a person, firm, corporation,  
16 association, partnership, trust, or any other legal entity  
that is engaged in such a business within the  
aforementioned area. The above shall not be understood  
as a prohibition from having any interest in a corporation  
or entity for investment purposes without intending to  
acquire control or majority interest in securities traded in  
a recognized stock market.

17 (Docket No. 155-4, at 11.)

18 Article 8.1 of the Sale and Supply Contract - Discontinuation, Substitution  
19 of Products:  
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21 The Company shall have the absolute right to discontinue  
22 or substitute [sic] any engine fuel, petroleum product or  
23 any of the Total Products object of this Contract for  
24 industrial reasons, inventory reasons, world-wide supply  
25 of materials, or for marketing or competition decisions,  
and the retailer agrees to acquire the substitute products  
as long as the Company sells them within the Territory  
instead of the substituted product.

26 (Docket No. 155-5, at 8.)  
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1 CIVIL 08-1950 (CCC)(JA)  
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6 Each of the three contracts also contains language relating to the  
7 interpretation of the contracts themselves:

8 This Contract shall be interpreted consistent with and  
9 governed by the laws of the Commonwealth of Puerto  
10 Rico.

11 (Lease Agreement, Article 19.1, Docket No. 108-3, at 21; Franchise Contract,  
12 Article 17.1, Docket No. 155-4, at 24; Sale and Supply Contract, Article 23.1,  
13 Docket No. 155-5, at 23.) All three contracts also provide for the severability of  
14 contract terms under certain circumstances:

15  
16 The intention of the parties appearing herein is for all  
17 provisions on this Contract to be complied with in their  
18 entirety as allowed by law. Therefore, should a court  
19 with jurisdiction find that the scope of some of the  
20 provisions is too broad to be complied with as written, the  
21 intention of the parties is that the court must modify such  
22 provision until its scope is one that the court finds may be  
23 enforceable. However, should any provision in this  
24 Contract be found to be unlawful, invalid, or  
25 unenforceable under present or future laws, said  
26 provisions shall be nullified; this Contract shall be  
27 interpreted and governed as if said unlawful, invalid or  
28 unenforceable provision had never been a part thereof,  
and the rest of the provisions in this Contract shall  
remain in force and will not be affected by the unlawful,  
invalid or unenforceable provision or its elimination.



1 CIVIL 08-1950 (CCC)(JA) 8  
2 CIVIL 08-1986 (CCC)(JA)  
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6 (Lease Agreement, Article 20.10, Docket No. 108-3, at 23; Franchise Contract,  
7 Article 18.3, Docket No. 155-4, at 25; Sale and Supply Contract, Article 24.3,  
8 Docket No. 155-5, at 24.)

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10 II. DISCUSSION

11 A. Prior Rulings

12 The first issue is the extent to which I may order relief to plaintiffs in light  
13 of prior rulings in this case. Total suggests that final judgment has already been  
14 issued in this case. (Docket No. 268, at 4, ¶ 15.) It has not. Nowhere in any  
15 opinion or order issued by the court in this case has there appeared an order for  
16 entry of judgment. Nor has any judgment been entered into the civil docket  
17 under Rule 79(a). Fed. R. Civ. P. 58(c)(1)-(2) (judgment is only entered when  
18 "the judgment is entered in the civil docket under Rule 79(a)."). Indeed, if  
19 judgment had already issued, Esso would not be moving for entry of final  
20 judgment. (Docket No. 248.) See Total Petroleum P.R. Corp. v. Torres-Caraballo,  
21 \_\_\_\_ F. Supp. 2d \_\_\_\_, 2009 WL 1703000 (D.P.R. Jun. 18, 2009).

22  
23 Both parties suggest that judgment is appropriate because the decisions  
24 already made by the court leave nothing left to rule upon. It is true that I held  
25 in the opinion and order issued on October 18, 2008 that "Esso has complied with  
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1 CIVIL 08-1950 (CCC)(JA)  
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6 the notice requirements under the PMPA, and Total's offering of nondiscriminatory  
7 franchise contracts generally complies with Esso's obligation to assure that its  
8 franchisee is offered a non-discriminatory contract . . . . " Santiago-Sepúlveda v.  
9 Esso Standard Oil Co. (P.R.), 582 F. Supp. 2d at 185. I have acknowledged that  
10 "Esso and Total . . . had complied with the requirements of the Petroleum  
11 Marketing Practices Act . . . ." (Docket No. 197, at 2; see also Docket No. 228,  
12 at 20-21.) Those holdings remain effective. Plaintiffs are correct, however, that  
13 my denial of plaintiffs' motion to enjoin the termination of their franchises was not  
14 the same as a declaration that all terms of the franchise agreements are valid.  
15 See Riverdale Enter., Inc. v. Shell Oil Co., 41 F. Supp. 2d. 56, 68 (D. Mass. 1999)  
16 (finding franchisor justified in terminating franchise under the PMPA despite a  
17 finding that at least one term of replacement franchise offer was impermissible);  
18 Coast Vill. Inc. v. Equilon Enter., LLC, 163 F. Supp. 2d 1136, 1180-1181 (C.D. Cal.  
19 2001) (same). Indeed, the only controlling issue in the October opinion was  
20 "whether a permanent injunction will issue." Santiago-Sepúlveda v. Esso  
21 Standard Oil Co. (P.R.), 582 F. Supp. 2d at 185. While I did tangentially discuss  
22 some specific contractual provisions, I concluded only that "[t]he proposed Total  
23 terms are not subject to court-ordered modification *at this time.*"  
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1 CIVIL 08-1950 (CCC)(JA) 10  
2 CIVIL 08-1986 (CCC)(JA)  
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6 Santiago-Sepúlveda v. Esso Standard Oil Co. (P.R.), 582 F. Supp. 2d at 182  
7 (emphasis added). Accordingly, the issue of whether the terms of Total's  
8 franchise offers are acceptable has been reserved to this point.

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10 Even if I had made a finding on the legality of certain contract terms, this  
11 would not constrain my power to modify such a finding. Federal Rule of Civil  
12 Procedure 54(b) provides that "any order or other decision, however designated,  
13 that adjudicates fewer than all the claims or the rights and liabilities of fewer than  
14 all the parties . . . may be revised at any time before the entry of a judgment  
15 adjudicating all the claims . . . ." Fed. R. Civ. P. 54(b). Moreover, "the law of the  
16 case doctrine does not prevent a judge from changing his mind, so long as there  
17 was an explanation and the court took into account justified reliance." City of  
18 Bangor v. Citizens Commc'n Co., 532 F.3d 70, 100 (1st Cir. 2008) (citing Fiori v.  
19 Truck Drivers, Local 170, 354 F.3d 84, 90 (1st Cir. 2004)). Here, neither party  
20 has indicated that it has placed any detrimental reliance on the contractual  
21 provisions at issue. I am therefore not prevented from addressing the legality of  
22 the contractual provisions about which plaintiffs complain.  
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26 B. Section 2805(f) of the PMPA  
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1 CIVIL 08-1950 (CCC)(JA)  
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3 CIVIL 08-2025 (CCC)(JA)  
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6 The next issue is whether the PMPA provides a basis for relief if any of  
7 Total's terms are found illegal. Section 2805(f) of the PMPA provides:

8 No franchisor shall require, as a condition of entering into or renewing  
9 the franchise relationship, a franchisee to release or waive . . . any  
10 right that the franchisee may have under any valid and applicable  
11 State law.

12 15 U.S.C. § 2805(f)(1)(B). There is some question as to whether section 2805(f)  
13 provides an independent remedy under the PMPA, especially where, as here, the  
14 franchisee has already accepted the franchisor's offer. The First Circuit has yet  
15 to interpret section 2805(f) explicitly, but it has found that the Act "requires that  
16 franchisees faced with objectionable contract terms refrain from ratifying those  
17 terms by executing the contracts (even 'under protest') and operating under  
18 them" if they wish to be protected under the PMPA. Marcoux v. Shell Oil Prods.  
19 Co. LLC, 524 F.3d 33, 49 (1st Cir. 2008), cert. granted by Mac's Shell Serv. v.  
20 Shell Oil Prod. Co. LLC, 2009 WL 1650201 (U.S. Jun. 15, 2009) and cert. granted  
21 by Shell Oil Prod. Co. LLC v. Mac's Shell Serv., Inc., 2009 WL 1650202 (U.S. Jun.  
22 15, 2009). That holding parallels a Seventh Circuit ruling explicitly interpreting  
23 section 2805(f): if a "statutory 'franchise' has been renewed, [the] franchisee  
24 must seek redress at the state level to enforce its contract rights under the  
25 franchise agreement—i.e., violations of § 2805(f)(1) that do not constitute a non-  
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1 CIVIL 08-1950 (CCC)(JA)  
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6 renewal under the PMPA but are instead ordinary contract disputes.” Dersch  
7 Energies, Inc. v. Shell Oil Co. & Equilon Enter., Inc., 314 F.3d 846, 865-66 (7th  
8 Cir. 2002).

9  
10 In this case, all but two plaintiffs ratified the terms of Total’s offer over  
11 seven months ago. There is therefore reason to question plaintiffs’ right to  
12 contest contractual terms at this stage in the litigation. This case, however,  
13 differs materially from Marcoux and Dersch. Whereas “[t]he stumbling block” for  
14 plaintiffs in Marcoux and Dersch was that they did not “insist on receiving notices  
15 of [franchise] nonrenewal,” Marcoux v. Shell Oil Prod. Co. LLC, 524 F.3d at 49,  
16 before signing new agreements, plaintiffs in this case received notices of franchise  
17 termination in March, 2008 and filed suit before the effective termination date.  
18 Santiago-Sepúlveda v. Esso Standard Oil Co. (P.R.), 582 F. Supp. 2d at 156.  
19  
20 Whereas there was neither actual franchise termination nor constructive  
21 nonrenewal in Marcoux and Dersch, there was actual franchise termination here.  
22  
23 Where there was no jurisdiction under section 2802 of the PMPA in those cases,  
24 there is in this case. Accordingly, Marcoux and Dersch do not operate to preclude  
25 recovery for plaintiffs under section 2805(f). Given that this court has jurisdiction  
26 under the PMPA, there is no reason not to apply a plain reading of section 2805(f).  
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1 CIVIL 08-1950 (CCC)(JA) 13  
2 CIVIL 08-1986 (CCC)(JA)  
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6 Thus, plaintiffs may have a remedy under section 2805(f) if they can demonstrate  
7 the illegality of any of Total's contractual terms.

8 C. Legality of Terms

9 1. Leases to Third Parties

10 Article 4.1 of the Lease Agreement permits Total to lease portions of the  
11 leased premises to third parties, and provides that plaintiffs "shall have no right  
12 to discount or credits of any kind as a consequence. . . ." (Docket No. 108-3, at  
13 3.) "Under Puerto Rico law, three elements characterize a lease contract: (1) the  
14 thing; (2) temporal duration; and (3) a price." Pico Vidal v. Ruiz Alvarado, 377  
15 B.R. 788, 794 (Bankr. D.P.R. 2007) (citing In re Daben Corp., 469 F. Supp. 135,  
16 148 (D.P.R. 1979)). "Unlike the common law, the civil law allows that a leased  
17 thing not be entirely defined." In re Daben, 469 F. Supp. 135 at 148. "The  
18 enjoyment and use of the [leased] premises," however, is "the essence of the  
19 lease agreement." Nolla v. Joa Co. of Fla., 102 D.P.R. 428, 2 P.R. Offic. Trans.  
20 538, 541 (1974) (finding lessee was entitled to compensation from a third party  
21 that had taken possession of validly leased premises during the lease period).

22 Article 4.1 borders on the unconscionable. Under the Article's terms, Total  
23 would have the right to lease 99% of a given gasoline retail station to a third  
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1 CIVIL 08-1950 (CCC)(JA)  
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6 party while still charging the franchisee 100% of the rent expense. While Puerto  
7 Rico law does not require that the "leased thing" be entirely defined, it must still  
8 be at least identifiable. Article 4.1 simply leaves too much room for arbitrary or  
9 discriminatory actions by Total. See Avramidis v. Atl. Richfield Co., 623 F. Supp.  
10 64, 67 (D. Mass. 1985) ("[W]ithout stated standards, [the franchisor] could apply  
11 the [pricing scheme] in an arbitrary, or even discriminatory[ ] manner . . . .").  
12

13 Moreover, Article 4.1 defies the spirit, if not the letter of Puerto Rico's  
14 Department of Consumer Affairs Rental Regulation Number 2823, Section 6,  
15 Article 10,<sup>2</sup> which limits the rent charged in connection with a lease of a gasoline  
16 station to 10% of the market value of the station to be rented. If "the station to  
17 be rented" includes only that portion of the premises occupied the franchisee, the  
18 fair market value of that "station" could become quite small if Total leases a  
19 significant portion of the premises to a third party. In that situation, the full rental  
20 price charged by Total may come to exceed 10% of the market value of the  
21 remaining area occupied by plaintiffs. This would contravene Regulation 2823.  
22 Accordingly, I find that Article 4.1 requires the franchisees to waive existing rights  
23 under state law and is therefore impermissible under section 2805(f) in its present  
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27 <sup>2</sup> This regulation is listed as current on the Microjuris legal database.  
28 Microjuris database, microjuris.com (last visited Jun. 16, 2009).



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6 form. Total is within its rights to lease portions of its station to third parties, but  
7 it may not insist that "the Retailer shall have no right to discounts or credits of any  
8 kind as a consequence" of such third party leases.

9  
10 2. Additional Rent

11 Article 4.4 of the Lease Agreement provides that the rent "may be increased  
12 to account for any additional investment [Total] may make . . . at its sole and  
13 absolute discretion." (Docket No. 108-3, at 4.) In Puerto Rico, "[t]he rules for  
14 determination of price in purchase and sales agreements are applicable to leases."  
15 In re Daben Corp., 469 F. Supp. at 148. The rules for determination of price in  
16 purchase and sales agreements provide that "[t]he determination of the price can  
17 never be left to the judgment of one of the contracting parties." P.R. Laws Ann.  
18 tit. 31, § 3745. Here, the determination of rent is explicitly and exclusively left  
19 to the judgment of Total. Under Article 4.4, if Total wishes to increase the rent  
20 charged to the retailer, it may do so unilaterally by an additional investment in the  
21 retail station. The retailer would have no say in the matter. There is no law  
22 prohibiting Total from investing in its service stations or from negotiating with its  
23 franchisees for a fair contribution to absorb the associated cost. Article 4.4 of the  
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2 CIVIL 08-1986 (CCC)(JA)  
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6 Lease Agreement is, however, invalid to the extent it allows Total to take these  
7 actions "at its sole and absolute discretion."

8 3. Restrictions on Products and Services Purchased

9 Article 11.2 of the Franchise Contract provides that "[t]he Retailer agrees  
10 to purchase only from those suppliers and providers authorized by the Company.  
11 . . . " (Docket No. 155-4, at 15.) Law No. 77 of June 25, 1964, created Puerto  
12 Rico's Office of Monopolistic Affairs, and vested it with the power "[t]o promulgate  
13 . . . such rules and regulations as may be necessary and proper for the  
14 enforcement of [the legislative Act on Monopolies and Restraint of Trade]." P.R.  
15 Laws Ann. tit. 10, § 272(5). The rules and regulations of the Office of  
16 Monopolistic Affairs "have the force of law" once approved. Id. Article 4(e) of  
17 Regulation I (Number 994) of the Office of Monopolistic Affairs was approved on  
18 August 19, 1965, in conformity with Law No. 77. It is still effective.<sup>3</sup> Article 4(e)  
19 provides that it is illegal, in a gasoline franchise relationship, "to compel or  
20 attempt to compel the retailers to sell products manufactured, distributed,  
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26 <sup>3</sup> The regulation is listed on the website of the Puerto Rico Department of  
27 Justice, [http://www.justicia.gobierno.pr/rs\\_template/v2/AsuMon/  
28 asumon\\_reg.html #0994](http://www.justicia.gobierno.pr/rs_template/v2/AsuMon/asumon_reg.html#0994) (last visited Jun. 15, 2009). It is listed as current on the  
Microjuris legal database. Microjuris database, microjuris.com (last visited Jun.  
15, 2009).



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6 endorsed, or in any way favored by the distributors.”<sup>4</sup> Total is thus proscribed  
7 from requiring plaintiffs to sell the products it endorses or favors. To the extent  
8 it does so, Article 11.2 of the Franchise Contract is illegal.

#### 9 4. Non-Compete Agreements

10 Article 9.3 of the Franchise Contract prohibits the retailer from engaging in  
11 “a convenience store type of business within the territorial jurisdiction of the  
12 municipality where the Bonjour Franchise object of [the] agreement is located, or  
13 any adjoining municipality” for “an additional period of twelve (12) months” after  
14 the contract’s expiration. (Docket No. 155-4, at 11.) Under Puerto Rico law,  
15 noncompetition clauses are subject to four conditions. Arthur Young & Co. v.  
16 Vega III, 136 D.P.R. 157, 275, 1994 P.R.-Eng. 909,262, 15 (1994). “First, the  
17 employer must have a legitimate interest in [the] agreement, that is, if the  
18 employer were not protected by a noncompetition clause, his business could be  
19 seriously affected.” Arthur Young & Co. V. Vega III, 136 D.P.R. at 175, 1994 P.R.-  
20 Eng. at 15-16. Here, Total has a valid commercial interest in protecting its brand  
21 and its trade secrets, which are in the midst of a delicate transition phase in the  
22 Puerto Rico market. “Second, the scope of the prohibition must fit the employer’s  
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28 <sup>4</sup> The court’s translation.



1 CIVIL 08-1950 (CCC)(JA) 18  
2 CIVIL 08-1986 (CCC)(JA)  
3 CIVIL 08-2025 (CCC)(JA)  
4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 interest, insofar as object, time, and place of the restriction or clients is concerned  
7 . . . . The noncompetition term should not exceed twelve months . . . .” Arthur  
8 Young & Co. V. Vega III, 136 D.P.R. at 175, 1994 P.R.-Eng. at 16. Here, the  
9 Total’s term is for exactly twelve months, and the clause circumscribes the  
10 restrictions on the retailers to “convenience store type of business.” (Docket No.  
11 155-4, at 11.) “Third, the employer shall offer a consideration in exchange for the  
12 employee signing the noncompetition covenant.” Arthur Young & Co. V. Vega III,  
13 136 D.P.R. at 176, 1994 P.R.-Eng. at 17. In the employment context, such  
14 “consideration could even be that a candidate gets the position he wished for in  
15 the company.” Id. Analogizing this rule to the present franchise relationship  
16 context, I find that it is sufficient that the franchisees got “the position [they]  
17 wished for” as franchisees of the Total brand. Finally, the fourth requirement of  
18 Arthur Young –that the non-compete agreement be reduced to writing– has also  
19 been satisfied here. Id. Accordingly, I find that the non-compete agreement is  
20 valid under Puerto Rico law.

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24 5. Non-Branded Gasoline.

25 Article 8.1 of the Sale and Supply Contract reserves for Total the right to  
26 discontinue or substitute any engine fuel, petroleum product or any of the Total  
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1 CIVIL 08-1950 (CCC)(JA) 19  
2 CIVIL 08-1986 (CCC)(JA)  
3 CIVIL 08-2025 (CCC)(JA)  
4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 Products for other products under a variety of enumerated reasons. (Docket No.  
7 155-5, at 8.) I have addressed the issue of unbranded gasoline at length in my  
8 most recent opinion and order at Docket No. 287. The ruling of that decision was  
9 based on plaintiffs' request for an injunction against the use of allegedly  
10 unbranded gasoline; it did not address the legality of Article 8.1. The law and the  
11 reasoning I applied in that decision are nonetheless equally availing here, and I  
12 incorporate that opinion and order herein, *mutatis mutandis*. Under the PMPA,  
13 there is no requirement that Total provide only gasoline refined by Total itself.  
14 Accordingly, there is nothing illegal about Article 8.1.

17 D. Severability

18 Given that Articles 4.1 and 4.4 of the Lease Contract and Article 11.2 of the  
19 Franchise Contract all violate section 2805(f) of the PMPA to some extent, the  
20 next issue is what remedy to afford plaintiffs. I find that each of these clauses is  
21 severable to the extent they are declared invalid above. Each of the three  
22 contracts offered by Total contains an explicit severance or "savings clause."  
23 "[S]hould any provision in [the] Contract be found to be unlawful, invalid, or  
24 unenforceable under present or future laws, said provisions shall be nullified," and  
25 the contract should be treated as if the violative provision never existed. (Docket  
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1 CIVIL 08-1950 (CCC)(JA) 20  
2 CIVIL 08-1986 (CCC)(JA)  
3 CIVIL 08-2025 (CCC)(JA)  
4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 No. 108-3, at 23, art. 20.10.) “[T]he rest of the provisions in [the] Contract shall  
7 remain in force . . . .” (Id.) The First Circuit approves the use of a standard  
8 “savings clause:”

9  
10 A “savings clause” preemptively resolves conflicts  
11 between contract language and applicable law in order to  
12 preserve the remaining, non-conflicting contract  
13 language. “Savings clause” is somewhat of a misnomer.  
14 The contractual language in conflict with applicable law is  
15 not saved. The non-conflicting language is saved. In the  
16 absence of a savings clause, the decision maker, be it an  
17 arbitrator or a court, decides the remedy for resolving a  
18 conflict between contract language and applicable law.  
19 That remedy, driven by an assessment of the intent of  
20 the parties, could be as small as severance of the  
21 offending contract language, or it could extend to outright  
22 non-enforcement of portions of the contract that include  
23 the offending contract language or the contract in its  
24 entirety. In essence, a savings clause serves as an  
25 expression of the intent of the parties that limits the  
26 remedies an arbitrator or court may use in situations of  
27 conflict between contract terms and applicable law.  
28

21 Kristian v. Comcast Corp., 446 F.3d 25, 48 n.16 (1st Cir. 2006) (severing a  
22 portion of arbitration agreement where the savings clause in question  
23 “emphasize[d] the use of severance as a remedy,” and declaring the remainder  
24 of the contract valid); see Cherena v. Coors Brewing Co., 20 F. Supp. 2d 282, 286  
25 (D.P.R. 1998) (doing the same with regard to a non-competition covenant); see  
26 also Coast Vill. v. Equilon Enter., LLC, 163 F. Supp. 2d at 1180 (citing Graham Oil



1 CIVIL 08-1950 (CCC)(JA) 21  
2 CIVIL 08-1986 (CCC)(JA)  
3 CIVIL 08-2025 (CCC)(JA)  
4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 Co. v. ARCO Prods. Co., 43 F.3d 1244, 1248-49 (9th Cir. 1994)) (“[T]he Ninth  
7 Circuit has expressly held that invalidation under Section 2805(f) does not lead  
8 to invalidation of the entire agreement so long as the term(s) are severable from  
9 the rest of the agreement.”). It is true that “a ‘contract is entire, and not  
10 severable, when, by its terms, nature, and purpose, it contemplates and intends  
11 that each and all of its parts, and material provisions are common to the other,  
12 and interdependent.’” Graham Oil Co. v. ARCO Prods. Co., 43 F.3d at 1248  
13 (quoting Hudson v. Wylie, 242 F.2d 435, 446 (9th Cir. 1957)). Here, however,  
14 the clear intent of the parties as expressed in the contract is that any invalid  
15 terms be severed from the contract in order to save the remainder of the  
16 agreement. The essence of the agreement –the existence of a franchise  
17 relationship– remains in tact in the absence of the three severable clauses.  
18 Accordingly, those contract provisions that violate Puerto Rico law are to be  
19 severed, while the remainder of the three contracts is binding and enforceable.

### 20 III. SUMMARY

21 Esso and Total have complied with the PMPA. Total’s franchise agreements  
22 with the Group I plaintiffs are valid with the exception of the following provisions,  
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1 CIVIL 08-1950 (CCC)(JA) 22  
2 CIVIL 08-1986 (CCC)(JA)  
3 CIVIL 08-2025 (CCC)(JA)  
4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 which are hereby PROHIBITED from appearing in any contract between the  
7 parties:

- 8 • Those portions of Article 4.1 of the Lease Contract that permit Total to lease  
9 to third parties parts or portions of the lands or structures where the station  
10 is located *without* allowing plaintiffs the right to discounts or credits. (See  
11 Article 4.1 of the Lease Contract, Docket No. 108-3, at 3.)  
12
- 13 • Those portions of Article 4.4 of the Lease Contract that permit Total to  
14 increase the minimum rent to account for any additional investment Total  
15 may make *at its sole and absolute discretion*. (See Article 4.4 of the Lease  
16 Contract, Docket No. 108-3, at 4.)  
17
- 18 • Those portions of Article 11.2 of the Franchise contract that require the  
19 retailer to purchase only those products and services manufactured,  
20 distributed, endorsed, or in any way favored by Total. (See Article 11.2 of  
21 the Franchise Contract, Docket No. 155-4 at, 15.)  
22

23 Finally, it is hereby ORDERED that partial, final, appealable judgment be  
24 entered in cases 08-1950, 08-1986, and 08-2025, pursuant to Rule 54(b) of the  
25 Federal Rules of Civil Procedure. Fed. R. Civ. P. 54(b). Such a judgment "as to  
26 fewer than all the claims [or parties] in a multi-claim action [is permissible] 'upon  
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1 CIVIL 08-1950 (CCC)(JA) 23  
2 CIVIL 08-1986 (CCC)(JA)  
3 CIVIL 08-2025 (CCC)(JA)  
4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 an express determination that there is no just reason for delay.” Quinn v. City  
7 of Boston, 325 F.3d 18, 26 (1st Cir. 2003) (quoting Fed. R. Civ. P. 54(b)). The  
8 First Circuit bears a “long-settled and prudential policy against the scattershot  
9 disposition of litigation,” Quinn v. City of Boston, 325 F.3d at 26 (quoting Spiegel  
10 v. Trs. of Tufts Coll., 843 F.2d 38, 42 (1st Cir. 1988)), but it will nonetheless  
11 tolerate such a disposition where a district court “make[s] specific findings and  
12 set[s] forth its reasoning,” Quinn v. City of Boston, 325 F.3d at 26 (citing Spiegel  
13 v. Trs. of Tufts Coll., 843 F.2d at 42), or where “the record, on its face, makes it  
14 sufficiently apparent that the circumstances support an appeal from a partial  
15 judgment.” Quinn v. City of Boston, 325 F.3d at 26 (approving of partial final  
16 judgment where the claims upon which partial judgment was entered were distinct  
17 from the remaining claims, and where public interest favored immediate appeal)  
18 (citing Spiegel v. Trs. of Tufts Coll., 843 F.2d at 43 n.4).

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22 Here, cases 08-1950, 08-1986, and 08-2025 were filed to enjoin Esso from  
23 terminating its Puerto Rico gasoline retail stations. I have denied such an  
24 injunction, have concluded that Total and Esso are compliant with the PMPA, and  
25 have invoked the severance provisions of Total’s franchise contracts in three  
26 instances. As to those three cases, there is no just reason for delay because all  
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1 CIVIL 08-1950 (CCC)(JA) 24  
2 CIVIL 08-1986 (CCC)(JA)  
3 CIVIL 08-2025 (CCC)(JA)  
4 CIVIL 08-2032 (CCC)(JA)  
5 CIVIL 08-2044 (CCC)(JA)

6 issues of any substance have now been ruled upon. The public interest would  
7 best be served by the rapid resolution of any outstanding points of contention  
8 upon immediate appeal. I abstain from entering final judgement in cases 08-2032  
9 and 08-2044 because the parties in those cases reached an agreement in October  
10 2008, over which I am to retain supervision and jurisdiction. (Docket No. 81.)

12 V. CONCLUSION

13 Total's motion (Docket No. 247) is GRANTED. Esso's motion (Docket No.  
14 248) is GRANTED to the extent it requests final judgment as to cases 08-1950,  
15 08-1986, and 08-2025; it is DENIED to the extent it requests final judgment as  
16 to cases 08-2032 and 08-2044. Total's motion to strike plaintiffs' informative  
17 memorandum (Docket No. 268) is DENIED.

19 There being no just reason for delay, the Clerk is ORDERED to enter partial  
20 final judgment as to cases 08-1950, 08-1986, and 08-2025 dismissing them in  
21 their entirety.

23 SO ORDERED.

24 At San Juan, Puerto Rico, this 23d day of June, 2009.

26 S/ JUSTO ARENAS  
27 Chief United States Magistrate Judge  
28